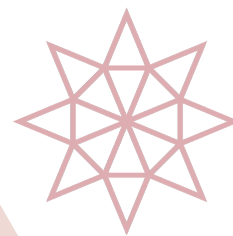


MODEL PHOTOSHOOT CHECKLIST

JEWELLERS ACADEMY



PREPARATION

- WRITE BRIEF WITH INFO ABOUT YOUR COLLECTION, THE MOOD YOU'RE LOOKING FOR, STYLING, MAKE UP & HAIR IDEAS, POSSIBLE LOCATIONS ETC
- CREATE A MOODBOARD OR PINTEREST BOARD TO SHARE WITH YOUR PHOTOGRAPHER
- MAKE A SHOT LIST FOR EVERY PIECE THAT NEEDS PHOTOGRAPHING - WHICH PIECE WILL GO WITH WHICH OUTFIT/LOCATION?

PHOTOGRAPHER

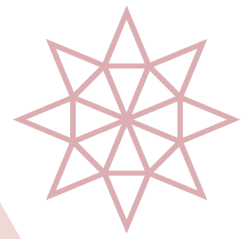
- RESEARCH & APPROACH PHOTOGRAPHERS CONSIDER RELEVANT EXPERIENCE, LOOK AT EXAMPLES OF THEIR WORK AND TALK TO THEM TO ENSURE YOU ARE ON THE SAME WAVELENGTH
- AGREE FEE - WILL IT BE HOURLY/HALF DAY/DAY RATE? PRICE PER IMAGE? ARE TRAVEL & EXPENSES INCLUDED?
- CONFIRM DATE AND TIME (ALLOW FOR TRAVEL TO AND FROM THE LOCATION)

MODEL

- MAKE ENQUIRIES RE: MODEL. WILL YOU APPROACH SOMEONE DIRECTLY OR GO THROUGH AN AGENCY?
- AGREE TIMINGS AND RATE - ALLOW EXTRA TIME FOR HAIR & MAKE UP
- AGREE TRAVEL ARRANGEMENTS AND COSTS - WHO IS PAYING?

MODEL PHOTOSHOOT CHECKLIST

JEWELLERS ACADEMY



HAIR & MAKE-UP

- WILL THE MODEL DO THEIR OWN HAIR AND MAKE-UP OR WILL YOU BRING IN A HAIR & MAKE-UP ARTIST TO CREATE THE LOOKS YOU WANT?
- DON'T FORGET NAILS, PARTICULARLY IF YOU'RE SHOOTING BRACELETS AND/OR RINGS
- BOOK MAKE-UP ARTIST AND MODEL TO ARRIVE AT LEAST AN HOUR BEFORE THE SHOOT STARTS TO ALLOW THEM TIME TO WORK

LOCATION

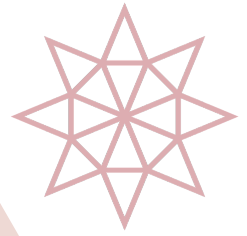
- SCOUT OUT POSSIBLE SHOOT LOCATIONS - WILL IT BE INDOORS OR OUTDOORS?
- IS PERMISSION TO ACCESS REQUIRED? IS THERE PARKING? DO YOU NEED PERMITS?
- WILL YOU USE NATURAL OR ARTIFICIAL LIGHT? IF SHOOTING OUTDOORS DO YOU HAVE A CONTINGENCY PLAN FOR BAD WEATHER?

STYLING

- WILL YOU USE ONE OUTFIT THROUGHOUT OR USE A FEW DIFFERENT OUTFITS WITH DIFFERENT JEWELLERY AND BACKGROUNDS?
- CONSIDER HOW NECKLINES, COLLARS ETC WILL WORK WITH THE JEWELLERY
- CHECK MODEL'S DRESS SIZE AND ORDER CLOTHES

MODEL PHOTOSHOOT CHECKLIST

JEWELLERS ACADEMY



ONE WEEK BEFORE

- CONFIRM TIMINGS AND LOCATIONS WITH ALL PARTICIPANTS
- PRACTICAL REQUIREMENTS - SNACKS, WATER ETC, DOES THE MODEL NEED A COAT OR BLANKET TO KEEP WARM IN BETWEEN SHOTS?
- HOW WILL YOUR JEWELLERY BE TRANSPORTED AND ORGANISED? A SMALL CROSSBODY BAG OR BUM BAG WITH PLASTIC ZIPLOCK POUCHES WORKS WELL!
- PACK AN ESSENTIALS KIT - GAFFER TAPE & BULLDOG CLIPS ARE USEFUL TO TAKE TO TAME MISBEHAVING CLOTHING AND REMEMBER A POLISHING CLOTH TO KEEP YOUR JEWELLERY FINGERPRINT FREE

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